

FAMOUS PLAYERS THEATRES

NATIONAL

Ballyhoo

COMPILED AND
EDITED BY
DAN KRENDEL

★ ★ ★ ★ ★
SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

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BALLYHOO SALUTES T.C.L.



AND THE MEN WHO MAKE IT TICK

Left to right . . . John Flanagan, manager of Drive-In operations . . . Norm Rea, Montreal Branch Manager . . . Andy Rouse, Assistant General Manager . . . Jack Fitzgibbons, General Manager . . . Ken Wells, Ontario District Branch Manager . . . Harry Sullivan, Toronto Branch Manager . . . and inset, Lionel Gibb, Winnipeg Branch Manager and Frank Troy, Vancouver Branch Manager.

Take a bow gentlemen . . . for the very important part you play in helping us SERVE . . . SAVE . . . SELL and PROFIT with SHOWMANSHIP.

FAMOUS PLAYERS CANADIAN CORPORATION



1200 ROYAL BANK BLDG., TORONTO

THEY SELL WITH SHOWMANSHIP

This year, Theatre Confections Limited ... more familiarly known as T.C.L. celebrates its eleventh anniversary This young, vigorous organization can be proud indeed of as amazing a record of success and achievement as has ever been written into the annals of our business. In existence barely a decade, T.C.L. has built an enviable reputation and a record for service equalled by few so-called 'service' organizations, a brand of service peculiarly its own ... built on a solid foundation of Showmanship, and most ably administered by as aggressive a group of youthful showmen as can be found anywhere in our industry. Showmanship is very much alive at T.C.L.

There is good reason for this record of accomplishment, and one has but to study the background of each member of the T.C.L. executive team. From general manager of Jack Fitzgibbons down, every member of the T.C.L. family has a thorough grounding in the basic elements of Showmanship ... earned the hard way ... through practical experience, and practical application.

Jack began his career in our F.P.C.C. sign shop over on John Street, where he worked under such seasoned craftsmen as Ben Cronk, Al Harvey and Pete Grant ... He must have been all of twelve when I first met him there. From washing down display boards he graduated to usher, in which capacity he served in several Toronto theatres, and in due course was shipped off to Winnipeg as assistant manager at the Met. In between moves he did advance publicity for GONE WITH THE WIND when it was released in Canada. Jack served with distinction in his country's armed forces during the war, and on his discharge, returned to us to head up the newly formed T.C.L.

Working closely with Jack are Andy Rouse, a graduate of Dick Geering's audit department ... Kenny Wells, who for years handled the poster department at G.T.S. and went on to become an assistant manager in Windsor ... Norm Rea, a young usher at the Beach in Toronto who wound up in our H.O. audit department, and, I believe if the truth were known, John Flanagan, Sully, Frank Troy and Lionel Gibb also served their apprenticeship in various of our theatres.

Is it any wonder then that Jack and his crew continue to amaze us with their spectacular brand of showmandizing in the promotion of confection sales ...? We have come to expect it of them ... and they continue to deliver ... ever bigger ... ever better.

To this lively, virile aggregation this issue of our NATIONAL BALLYHOO is fondly dedicated. We can do much worse than to emulate their splendid example of selling and serving with a genuine enthusiasm and love of our business ... to which has been added a generous portion of potent SHOWMANSHIP ... the very lifeline of our industry.

D.E.K.

Hi ! Fellows,

Well, all of us are now back at our posts ... in our theatres and in our offices, and should be regaining our equilibrium after the three solid days of sessions which covered every conceivable phase of theatre operation. The great reception you gave your head office executives ... your very close attention and interest in the many subjects covered, and the truly high note of enthusiasm can mean only one thing ... Our biggest and best year is just ahead of us.

We at Theatre Confections want to thank every one of you who attended the meetings for your marvellous response to our Confection session ... and especially to Dan Krendel, editor of BALLYHOO, for this opportunity to send you a synopsis of our meeting, so that you can have it on record as a ready reference for extra profits ... and of course, as a constant reminder that T.C.L. is always at your service.

So fellows ... thanks again from Andy Rouse, John Flanagan, Norm Rea, Harry Sullivan, Ken Wells, Lionel Gibb, Ab Pellegrini, Frank Troy and ... yours for our biggest and best year ever,

Jack Fitzgibbons

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Thanks Jack ... for your very nice message ... but tell me ... how could we help but be attentive ... with Cadillac give-aways, waltzing balloons ... neon signs ... fancy readographs ... and, duck guys ... here comes another arrow.

Kidding aside ... and I don't mean this to sound like a mutual admiration society ... but we are the ones who owe a vote of thanks to you and that terrific gang of yours ... for a sensational display of Showmanship in selling. I don't think any of us will forget in a hurry the lessons we learned at the T.C.L. session of our recent conventions.

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T.C.L. WILL BE ONLY TOO PLEASED ...

The first thing that greeted us when we took our places for the confection session was a neatly printed card which read ... T.C.L. WILL BE ONLY TOO PLEASED TO ANSWER ANY QUESTIONS PERTAINING TO CONFETIONS ... Plenty of room was left on the card for the use of those wishing to take advantage of the offer ... and to make it even less painful, a bold-type suggestion "You don't have to sign your name" resulted in queries from the more timid among us.

Remember fellows ... If you don't ask, then the chances are that you'll never know. Make a habit of discussing all your confection problems with your branch manager when he visits your theatre ... or drop him a note. He likes to hear from you ... and you know what? Jack does too. So don't forget ... T.C.L. WILL BE ONLY TOO PLEASED ... ANY TIME.

TRICKS OF THE TRADE

Andy Rouse, assistant to Jack Fitzgibbons is a sincere, modest sort of a guy ... and he sure knows his confections. He speaks with confidence and authority on his favourite subject, so let's listen while he tosses a few pointers our way.

"Every trade has its tricks ... but the one common denominator is simply 'Buy for as little as possible and sell for as much as the traffic will bear ...' Of course the prices we charge for our merchandise are standard ... and we do not juggle them around. The trick, in terms of higher profits is in the buying end, and there T.C.L. takes a back seat to nobody. Pay very close attention to the 'special discount' items ... give them preferred display space ... push them ... and watch those profits soar."

"You can save many dollars by taking every advantage of the drop-shipment method of delivery. It saves warehousing and re-shipping, and gives you an opportunity of selective purchasing on your own. Don't abuse the privilege fellows ... order only what you require, don't overload, and KNOW YOUR STOCK SITUATION. Remember ... if a particular item shows no life, and simply doesn't move after a reasonable trial period, notify T.C.L. and they will arrange to take it off your hands. What doesn't sell in your situation may move like a stack of hot cakes in another.

"The buying habits of our public are most interesting ... and serve to influence us in our decisions as to what to buy for your bar and what to pass up. It is a fact that candy bar items are asked for by brand names, such as Cadbury's, Rowntrees and Neilson's. Cello items on the other hand are bought primarily through selection of the item ... Jelly Beans, Ju Jubes, Scotch Mints and so on. For this reason we have been pushing the Bonny Doon line ... It is a good item ... we can buy it right ... and from our observations we know that the public has accepted it ... This is one of the 'high profit' items we are constantly referring to, and suggesting that you really push."

"A great deal of the success of a confection installation depends on the personnel back of the counter. Confections ... candy, popcorn, drinks, have to be sold, just as any other commodity. A pleasant, personable, well-mannered SALESLADY behind your bar can double your sales ... and conversely, an ill-tempered, sloppy, disinterested order-taker can scare potential customers away ... and it takes some selling to get them to come back."

"About four years ago T.C.L. prepared a costly sales manual which was distributed to all theatres serviced by us. This manual was very carefully assembled, and covered every possible phase of your confection operation. Many U.S. circuits have requisitioned copies for use as a pattern for manuals which they had published for their own confection accounts. See if you can find your copy fellows ... study it, and let your candy attendants have a look at it too. It's well worth reading."

"If your copy has been mislaid over the years ... well it just happens that we have a new one in the works now, which should be coming off the presses in a couple of months' time. Yours will be on its way to you the minute we get delivery. Watch for it."

PUBLIC RELATIONS IN MERCHANDISING

How does P.R. fit into the scheme of confection merchandising? Well ... I'll tell you. The lads over at T.C.L. are a pretty wide-awake bunch ... they know that good public relations, just as good exploitation activities do, help to fill those seats in your theatre ... and they know too that when those seats are filled, their occupants will patronize your confection bar ... Simple, huh? So, in addition to their normal round of routine duties, Jack and his guys bend backwards to create good Public Relations for the theatres they service ... YOUR theatres.

In his opening remarks at our meeting, Jack quoted from a recent issue of *BOX OFFICE*, in which the publishers credit his ELMER deal as one of the finest examples of P.R. they have ever come across. This ELMER thing didn't just happen, fellows ... It took a lot of research ... a lot of advance preparation, and a whole lot of selling on the parts of Jack and Bert Brown. The Toronto Telegram went all out and the deal was in the bag ... and then the real work started ... selling YOU FELLOWS an idea and a bill of goods.

Happily most of you really went for it and turned in a terrific job of work. Just to bring you up to date, in the original series 130 theatres participated and came up with a total, in ten weeks, of 1250 individual ELMER theatre parties. Police, Firemen, Radio stations, Newspapers, Service organizations ... even school boards got back of ELMER. Hundreds of dollars in prizes were handed out ... Thousands of youngsters were made happy ... and ... at least 130 managers were made a whole lot happier too. It looked like old times.

A new series of ELMER parties is getting under way in the Toronto area late this month ... The grand prize ... nothing less than an all-expense trip to Britain. We're all excited about this, and you should be too. T.C.L. will work with you no matter where you are located. You know now the tremendous P.R. potential that ELMER has. Get on the bandwagon fellows ... Show the small fry that you're on their side. Get them in the habit of visiting your theatre. You'll be glad a few years from now when they're buying adult tickets.

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CONGRATULATIONS JACK MAHON

Well Jack ... you really up an' done it, huh? I can't tell you how tickled I was to see your name heading the Showmanship Sweepstakes list in the October 31st issue of *M.P. EXHIBITOR*. It only goes to prove that persistence does pay off... and I can personally vouch for the fact that not too many a week passes by without something landing on my desk from out Prince Albert way.

Not satisfied with that hundred bucks, huh? I see that a couple of weeks later you came up with one of the 'Runner up' spots. Incidentally, Jack won the Sweepstakes with his terrific campaign on *MAN HO KNEW TOO MUCH* which was reported in these pages, and wound up as a runner up for his work on *ROCK AROUND THE CLOCK*. Our congratulations Jack ... and, keep sluggin'.

GEERING ON CONFECTIONS

To change the tempo a little I asked Dick Geering to give me a few thoughts ... perhaps on the relationship of confection operation to our audit department ... I asked for it ... and really led with my chin ... and here's the result. This is a verbatim report ... even the jokes are Dick's ... so, here goes, and let the chips fall where they may ...

"O.K. guys ... don't duck ... I'm an easy guy to get along with, and all I'm going to do now is put a few thoughts down on paper. The pages of history fail to record when 'confections' as such were first introduced into the entertainment profession as an auxiliary source of revenue. Historians do however record occasions when rival chieftains of warring factions, in days of yore, have exchanged the product of the vineyard and other 'sweetmeats' to advantage, and profit."

"There is ample evidence in the growing world today that Eve gained the favour of Adam by her confectionery service (ouch ...) so the co-mingling of our confection service with our basic business of theatre operation, to gain favour or profit from our theatre patrons is merely a commercialized development of a practice used since the beginning of time ..."

"Of course a great many variations have occurred over the years, but the fundamental principle of 'barter' or exchange for a consideration has been retained ... and I'm sure the tribal chiefs had some method of checking (or audit system, if you prefer) to make sure that their interest was protected, and the 'consideration' proportionate to the investment."

"I wonder if the value of our company's investment in confections is thoroughly realized. T.C.L.'s inventory last quarter came to something over half a million dollars at retail level, and when this is measured in terms of turnover, can you wonder at our insistence upon adequate protection, and the adoption of a system that endeavours to guarantee a true accounting of the movement of this commodity ... and naturally, of the currency represented by the cash received in trade?"

"The importance of the control systems we have designed to provide for safety and a true accounting of the cash return on our investment is not fully appreciated by many of our managers. We know that from the numerous correction advices we have to issue every week following receipt of your Weekly Sales and Inventory reports, and ... unfortunately ... by the excessive cash losses from confection bar operations. These can be substantially reduced by the exercise of greater caution in the handling and storage of confection stocks ... a true record of transactions through the medium of our C.S.R. Form 271 ... the institution of control over daily counter sales by use of Form T-279, and finally ... by improved overall managerial supervision."

"Effective use of the foregoing fundamental practices can't help but result in an immediate reduction in our cash losses ... particularly in relation to the volume of sales ... which in turn will be reflected in greater profits from your confection operation."

"I said it and I'm glad ... Keep punchin' fellows." L.G.G.

T.C.L. BULLETINS

During the course of a year many dozens of special bulletins are mailed out by the lads at T.C.L. They cover every subject from special deal announcements to localized selling hints ... A lot of time goes into their preparation ... they are important, and it is to be hoped that they receive the very close attention they richly deserve.

The most recent one ... and one of the best arrived on my desk a few days ago. It is titled 'THE GIRL AT THE COUNTER' and suggests that SHE is the key personality in concession sales. I suggest that you read it ... and then read it again... and then post it in a conspicuous spot in your office... or better still ... post it where your confection attendant MUST see it every time she comes in to work. Just to refresh your memory, this is what the bulletin says...

QUALIFICATIONS

- APPEARANCE - Is your overall appearance neat and attractive? Uniform clean - hair neatly combed and dressed - hands clean - nails manicured?
- PERSONALITY - Do you greet your customers with a big friendly glad-to-see-you smile, and in a friendly, polite manner?
- COURTESY - Remember to sell pleasantly at all times. Do not be influenced by the age or appearance of the patron. Children should be served just as graciously as adults. A poorly dressed patron deserves the same time and courtesy as the better dressed one.
- EFFICIENCY - Serve your customers in turn. Complete your transaction with one before you serve the next. Get into the habit of suggesting additional items to your customer - "Something to drink with your popcorn, sir?" If an item is sold in two sizes, always ask... "The large size sir?"
- ENTHUSIASM - Be enthusiastic in everything you do. Nobody likes a pessimist, and remember ... enthusiasm is always contagious.

DEFINITE DONT'S

DON'T smoke, chew gum or eat candy while on duty.

DON'T leave your assigned post without the manager's permission.

DON'T ever argue with a patron.

DON'T carry on lengthy conversations with friends or patrons when on duty.

DON'T do anything at any time that would tend to cause ill-will towards yourself or the management.

PREMIUMS VIA BONUS BILLS

Premiums help to move merchandise ... that is today a proven fact. Breakfast food companies use them ... Chain stores use them ... I can even recall an automobile dealer who offered a mink stole with every car sold. Yup ... premiums seem to be here to stay ... so what more natural than that we make use of them to increase sales of our confections ... Whoa there ... I don't suggest that we hand out a mink with every box of popcorn ... but, let's see what Johnny Flanagan has to say on the subject.

"The growth in the use of premiums during the past several years has been nothing short of sensational, and has established a trend, particularly with the youngsters. We'll try anything ... so we decided to test our Ontario Drive-Ins and one indoor theatre with a self-liquidating premium idea tied in directly with sales at the candy counter."

"We knew that the type of premium we offered was important. It had to be attractive, and also represent real value to the purchaser. We tested thirty five items in a five month period, and came up with a package deal of fifteen items we know will sell. In most instances the selling price of each is from 40% to 50% below the normal retail value."

"Merely selling premiums at a discount wouldn't help sell our confections, so we developed the BONUS BILL system. In order to purchase a premium at the reduced price, a patron must accumulate a specified number of these bills for each item. One bonus bill is given with every ten cents' worth of merchandise purchased at the confection counter. We do not restrict the bonus bills to high profit lines only, as the premiums are self-liquidating, and it doesn't cost the theatre anything to include ALL ITEMS ... even to cigarettes, in this promotion. Remember ... it is important to OFFER the purchaser a bonus bill for every 10¢ he spends ..."

"Naturally each theatre is invoiced for the premiums we supply them with ... but this cost of course is returned when the premiums are sold. ALSO ... any items left at the end of the promotion can be returned for FULL CREDIT, providing they are in an undamaged condition. Actually, the only cost to the theatre should be the cost of setting up your displays ... which we have estimated at roughly \$20.00."

"This BONUS BILL promotion is completely flexible, and each manager can tailor it to fit his own particular situation ... On the basis of our experience we recommend that it be operated for a ten week period ... but naturally, you're the doctor, and it is up to you to decide.

"That's my story fellows ... we think this promotion is important and will help sell your confections. WE'll go all the way in helping you set it up ... We'll furnish the premiums ... we'll suggest a practical type of display ... We'll print your BONUS BILLS for you. If you feel that it can do a selling job for you ... well, drop us a line at T.C.L. and we'll arrange to get together."

Thanks Johnny ... and unless I miss my guess you're gonna be hearing from the lads.

AMBLING WITH ANDY

"While working with Dan on this particular issue, we got to talking about the recent Niagara Falls conference, and how nice it was to see so many of you fellows with whom we're in daily contact, and yet seldom have the opportunity of fraternizing. I happened to mention a few of the boys I had met in Edmonton ... who are only names to Dan, yet contribute mightily to the success of his BALLYHOO. Dan said, 'Keep talking boy ...' so, if you'll listen ... I'll talk."

"I spent a few days in Vancouver with Frank Troy, and we made a quick trip through the premises of Harlan-Fairbanks. We were most impressed by the cleanliness of this operation, and suggest to you folks in B.C. that you drop in and visit this plant ... soon."

"Naturally we visited theatres ... and naturally our time was spent in discussions of some problems encountered by the managers ... 'Ack' showed us the many vantage points he had arranged with local drink suppliers for the anticipated WAR AND PEACE traffic. In retrospect it is interesting to note the results... Ack increased his per patron rate by five cents ... and his overall volume by 45%."

"I must admit that the lads in Vancouver are the best merchandisers I have come across. In addition to their natural initiative, I like the way they handle cello packages through the racks provided by Scott-Bathgate Ltd. We're going to try to pick these up for our other situations across the Dominion."

"In Niagara Falls, Pepsi unveiled their new premix dispensing unit. Wasn't it a beauty? We hope that in time we'll be able to use these units to supplement your extra drink income during showings of such Blockbusters as WAR AND PEACE and TEN COMMANDMENTS."

"Bert Wiber of the Capitol in Edmonton is a versatile sort of a guy ... and a fast thinker. Noting the congestion around his counter during the WAR AND PEACE engagement, Bert did something very unorthodox. He placed additional drink units IN FRONT OF THE STAGE ... and during the twelve minute intermission sold more drinks than he did at his counter. That's really being fast on the draw..."

"Congratulations to Stan Hudson, now manager of the Garneau. The last time I was in Edmonton, Stan was assistant to Fred Varlow. My visit to Edmonton was climaxed by a most pleasant visit with Bill Wilson. Bill was cleaning up after the meetings, and, as is typical of him ... was making notes for the improvement of the next conference which he hopes will again be held in his city. I might suggest to Bill that he consider a few minor structural changes in his concession department."

"Next ... Prince Albert ... brrr, it was cold ... I had a very pleasant chinfest with the Mahons at the Orpheum and Strand... Jack's enthusiasm is most infectious, and I enjoyed listening to his promotional plans. Incidentally ... Jack knocked off first prize and a hundred bucks in M.P. EXHIBITOR'S Showmanship Sweepstakes for a truly terrific selling job on MAN WHO KNEW TOO MUCH. Congratulations boy. Incidentally, Jack is quite a radio 'ham' ... Station VE5MM ... and played some of the most perfect Hi-Fi recordings I had ever heard. No wonder he was able to build his own Stereophonic sound system at the Orpheum ... He's an expert sound technician."

AMBLING WITH ANDY (Cont'd)

"Caught 'Sundy' Sunderland capably handling an overflow crowd at the Capitol in Saskatoon ... for, natch... HIGH SOCIETY. A very attractive confection counter was doing a landoffice business. Doug Winterton at the Dalite, spared me a few moments between planes, and we talked about the recent conference. Doug has a tough row to hoe, following in his father Bill's footsteps. We know he can do it ... after all ... he IS a chip off the same block."

"My visit to Winnipeg was a most confusing one ... Every time I opened my mouth to talk confections ... I'd be countered with the names of Filchuck, Jackie Parker or Buddy Leake. The boy's hadn't given up hopes of sending their Blue Bombers to recapture the coveted Grey Cup. I did get around to the theatres and want to pay special tribute to the managers of the Met and Gaiety for a truly excellent job on confection merchandising. I am sure that Eddie Newman will agree with me that Kay Chirko, his very capable confection attendant deserves a special word of praise for the job she is doing."

"The 'empty wagons' on some of the Winnipeg counters proved most disappointing ... but I'm sure that this condition has already been remedied. I visited with the Miles boys and thoroughly enjoyed myself. A special 'thank you' to Lou, manager of the Grand, who while expounding his theories on confection merchandising took time out to bring me up to date on the Split-T formation in Canadian football ... and Lou ought to know ... he coached the Winnipeg Rams to a Canadian Intermediate Championship a few years ago ..."

"I was very disappointed at the passive resistance of the Winnipeg newspapers towards our ELMER parties ... particularly after all the work put in by Harold Bishop, Lionel Gibb and all of the participating managers. They can certainly learn a lot from their counterparts in Regina, Moncton, Toronto etc. with regard to the co-operation extended for such a worthy public service as juvenile public safety."

"I returned to Toronto somewhat exhausted, but more enthusiastic than ever. I'm sure that each and every one of us returned from our meetings with greater confidence in our future ... greater purpose and, I trust, at least some of the enthusiasm generated by our executives who spearheaded these meetings. I personally am indeed grateful for the privilege of having been invited to attend."

"At the risk of being accused of conceit, I must confess my personal pride in the contributions made by John Flanagan, Norm Rea, Ken Wells and Harry Sullivan at the Falls ... and their counterparts Frank Troy, Lionel Gibb and Ab Pellegrini in Edmonton. They're a great team and I am proud to be a member of it, under the very capable captaincy of our G.M. Jack Fitzgibbons."

"Thanks for listenin' fellows ... and so long until we meet again."

Andy Rouse.

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Thanks Andy ... I'm glad I asked you to jot down some impressions. I know that all of our readers enjoyed them as much as I did.

CONFETION 'BLOCK BUSTERS'

Norm Rea referred to the 20¢ fountain drinks as the Block Busters of the confection business ... deserving of the same kind of specialized merchandising as our screen Block-busters. In point of sales volume, soft drinks rank second only to Popcorn, and pushing them can help push your profits away up.

Every patron is a potential beverage customer ... if you can create a thirst by proper and effective use of the many special display items available from the suppliers and T.C.L. The point of sale merchandising, however, is not quite enough ... unless we remember the basic ingredients to give a quality drink. Check them.

1. Your equipment must be kept clean and operating ... In the case of Orange Crush it is imperative that the dispensers be kept FULL, the pump on, and the outside of the bowl immaculately clean at all times.
2. Drinks must be served ice-cold ... never above 40 degrees, and preferably about 36 degrees. Remember ... the quality of a soft drink goes down as the temperature goes up.
3. Periodic checks must be made to assure a palatable drink. Don't water your drinks ... and too much syrup doesn't help either. STICK TO THE PROPER FORMULA, and make sure of proper carbonation.
4. Proper handling promotes the sale of drinks. A quarter of an inch should be left at the top of the cup ... and it helps if the attendant doesn't dunk her fingers...
5. In the case of Orange Crush, use coloured jars when refilling. It's just good psychology.

To get back to the 20¢ jumbo drink ... where this is properly handled there has been no resistance whatever ... and the net result, based on the sales record of a number of theatres selected at random is just this ... An increase in soft drink sales of from 28% to a high of 54% during the third quarter of 1956. All of these increases are due entirely to the promotion of the jumbo drink.

A few hints on how to increase your sale of Jumbos ...

1. Your salesgirl must ask EVERY patron requesting a soft drink ... "LARGE SIZE, sir?"
2. The attendant should suggest a LARGE Orange Crush, or a LARGE Pepsi, with every popcorn or hot dog sale.
3. Catchy advertising such as 'THIRST AID STATION' doesn't do a bit of harm, and focuses attention on your drinks.
4. Add some cracked ice to the drinks ... it costs nothing, if you make your own, and increases the sale of drinks.
5. Encourage your salesgirls by offering a prize ... pair of nylons or lipstick each week to the one selling the greatest number of Jumbo drinks.

THAT 'ELMER' AGAIN

If you're not sold on the ELMER deal now ... well mister ... you just ain't never gonna be. You were handed an ELMER brochure at our meeting which outlines in great detail the step-by-step procedure for organizing your town. Everybody who's had anything at all to do with it is completely sold. Let's see what Jack Fitz-gibbons has to say on the subject ...

"ELMER theatre parties have proven to be the best Public Relations job ever attempted by our theatres ... because it puts our managers on first-name terms with members of their Police and Fire departments ... Newspaper publishers ... School boards, Service clubs, Radio station operators ... and, not only the children, but the parents of the children. You are also doing a great public service to your community, as the children who attend our ELMER parties learn to be more conscious of their own safety... and this has proven by the many fine editorials right across our country, which state that the decrease in children's accidents can be directly attributed to the ELMER safety parties sponsored by the local theatre."

"At both conventions you received an up-to-date ELMER brochure, which outlines the procedure for operating an ELMER party in your theatre. If by chance you have misplaced your copy ... drop your branch manager a line and you'll have one by return mail."

"Deserving of our most sincere compliments for an outstanding job on the ELMER deal, are the following ..."

TORONTO - Harry Sullivan, T.C.L. - Bert Brown, Home Office, Bas Mason, Toronto Telegram - and the 27 theatre managers who helped promote an all-expense trip to Disneyland, plus radio and T.V. coverage.

KENORA - Jerry Duggan, for promoting a bus company to pick up children for the ELMER parties, FREE. Jerry also promoted a terrific ELMER float in the annual Christmas parade.

VANCOUVER - Ivan Ackery, for promoting all of his prizes, in addition to a trip to Disneyland paid for by local merchants.

CORNWALL - Bunny Markell, for promoting an all-expense trip to the U.N. Building in New York city.

REGINA - Jack Watson and Rubie Westvelt, co-ordinating and arranging for a large ELMER float in the Traveler's Day Parade ... T.C. coverage of the ELMER winners and a special ELMER T.V. program on the 'Uncle Bob's Childrens' Hour,' each week for ten consecutive weeks. All this in addition to a special radio broadcast on a Women's program, explaining ELMER to the mothers.

Congratulations men on your excellent coverage ... and please, all of you ... when you do something special in support of your ELMER parties, LET US KNOW at once. We like to spread the news around.

GIMMICKS PLUS GLAMOUR SPELL PROFITS

Kenny Wells talked about gimmicks ... about the many and varied selling aids that T.C.L. has on hand, or has available for use in our theatres. The whole table was jampacked with old and new items, and two comely models from Toronto assisted Ken, and ... assured audience interest and attention.

"We can learn a valuable lesson from the supermarkets ..." stated Kenny ... and he's so right. The chain stores have learned the value of Showmanship in their selling, and have stolen the thunder right from under our very noses. They use animation in their selling ... lots of it. One of the items is a clown holding a 'Coke' bottle on a turntable ... another eye-catcher is the Totem Pole displays used by Kellogg's as a Halloween promotion. Kenny reminds us that anything we see, whether it be in a supermarket, a drug store or a restaurant is available to us. Speak to your own supplier, and if he can't take care of you ... Holler for Kenny.

The Magic Mirror can be used to sell confections ... and with equal ease can boost your sale of Books of F.P. theatre tickets. The back-bar display demonstrated at this session ... as colourful an item as we have seen in some time - is available to all of us, and it's easy to use. You need buy only as many units as you can comfortably use ... and, interchangeable plates are available for Coke, Pepsi, Orange Crush, Silverwoods, Bordens, Popcorn, etc.etc. You name it ... we've got it.

The soft drink manufacturers have a variety of items on hand which are available to us FOR FREE ... These include plaques, streamers, 14 x 22's, paper strips and many others too numerous to detail at this time. All you have to do is talk to the sales representative for your territory ... and you'll have them toot sweet.

The animated clown which you saw demonstrated is yours at no cost ... so, what're you waiting for guys? So are a number of popcorn displays ... plaques, streamers, etc. All you gotta do is holler. That's what we're here for.

If you want to spend a few bucks to encourage counter sales ... you're talking to the right guy. Kenny can get you any number of items, and to mention but a few ... well, the puzzles you saw are 2¢ each ... Wonder balloons, which can be resold, are 11¢ per ... Magic pictures, 1½¢ each ... Magic rings, 10¢ each. Just like we said ... you name it and we've got it ... or, we'll get it for you. We're a Service Organization ... and we just love to SERVE ... especially if it shows up on the right side of your weekly statements.

The readograph is a little more expensive ... but there's no reason why most of the cost can't be absorbed by a local merchant. All it takes is a little selling.

In brief ... Let's get down to basic showmanship in our selling again. Let's get some animation into our lobbies and on our bars. Let's change our displays often. All that the boys at T.C.L. can do is offer their suggestions, based on experience ... YOU, Mr. Manager are the guy who has to carry the ball. If you need help, ask for it ... but LETS GET SOME ACTION, huh?

AS ONE GIRL TO ANOTHER ...

Puleese guys ... I'm just quoting. Many years ago T.C.L. sent out a special brochure prepared at the request of many managers who didn't know quite how to discuss such delicate subjects as proper dress ... proper make-up, cleanliness etc. with their confection attendants. It was a well written bulletin, and was very well accepted by our confection girls. It was couched in terms which one girl would use in addressing another. There was nothing embarrassing or objectionable in it ... and it served a very useful purpose.

It dealt with such subjects as Personal Appearance ... Personality ... Points to Remember in Handling Customers ... A Confection Attendant's Attitude Towards Her Job, and a number of general suggestions.

It covered in detail methods of merchandising popcorn, ice-cream, drinks and confections. It was, in brief, a valuable little handbook for the personal use of your confection girls. Remember it?

I have just studied its contents again, and it seems to me that the time is now ripe for a similar brochure, brought up to date, to be prepared for the use of each and every one of the girls we have working behind our confection counters. Are you interested? If so, drop Jack Fitzgibbons a line and I'm sure he will consider a reprint.

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EXTRA PROFITS FOR THE ASKING

I have a note from Ivan Ackery our master salesman out in B.C. and it is most interesting. Ivan was playing WAR AND PEACE ... and by careful planning he rang up a new record for confection sales during its three week run.

First Ivan set up extra drink dispensers, to take full advantage of the ten minute intermission. Then, in addition to the routine trailer, he announced the intermission over the house P.A. system, and found that it brought hundreds of additional customers to the bar. It is extremely important to have as many drinks poured in advance of the break as possible ... the more the better. He also discovered that on the late intermission ... the one which breaks about 10:30 there wasn't a single objection when the pre-poured drinks were all the 20¢ size. If you have lids handy it encourages patrons to take two or more drinks to their seats with them.

And here's exactly what happened in the Orpheum out in Vancouver. During the three weeks of WAR AND PEACE Ivan reports the following sales record ...

10¢ drinks of Orange and Pepsi	-	4453
20¢ drinks of Orange and Pepsi	-	5251
Ice Cream	-	4018
Drinks sold through cup vendor	-	6872

Take a tip from Ack, fellows ... prepare well in advance for your WAR AND PEACE confection business.

MAXIMUM RETURNS PER PATRON

At the Edmonton meeting, Frank Troy had many things to say on the subject of increasing our sales and what must naturally follow ... a percentage increase in our return per patron figures. He reminded us that in the early days of confection selling in our theatres we considered four or five cents per patron as pretty good. Today that would barely cover our operating costs.

Many things have contributed to the success of our confection business. Today we operate with the very latest and most modern equipment... Suppliers are at our beck and call, and bend over backwards to give us the ultimate in service. We in turn ... well, some of us, try to pass that same brand of service on to our customers. Those who do, profit in proportion. Patrons not only like ... they DEMAND service today. We've got to provide it, IF WE WANT TO CONTINUE TO ENJOY THEIR PATRONAGE.

We've got to make it easy for them to select and to buy ... and the power of suggestion is so important, that properly applied it can steer them in the direction of those items which provide us with a maximum amount of profit. There is never any resistance to a sales pitch... providing a little psychology is mixed in.

Your confection bar may be outmoded ... or perhaps all it requires is relocation of some selling areas. It is important that our high-profit items ... popcorn, soft drinks and ice cream are given prominent display AT THE FRONT of the counter. In nearly every instance where we rearranged our bar to place an ice cream cabinet right in the center ... our sales have doubled and often trebled almost immediately. The same is true of your popcorn warmer and drink dispensing unit. Location is of prime importance.

In arranging your candy display ... place the high-profit items, 10¢ peanuts ... 25¢ cellos ... and the special deals, right at the front. Don't feature the five and six cent items, except on Saturday matinees, and then, really load your counter with them.

Don't keep a stock of items that don't move ... Give them a fair trial, and if the public simply won't go for them ... holler for your branch manager. He'll arrange to unload them for you ... PUSH your name brands, which naturally are the best sellers. Give new items a fair chance ... and watch those special discount bulletins which land on your desk every few weeks.

Sell your large size popcorn ... Push your jumbo drinks ... use a little imagination and showmanship, through hidden passes, premiums, prizes. Offer your attendants weekly prizes on a competitive basis, for the sale of the high-profit items.

Make sure that your equipment ... popcorn warmer, soft drink dispenser, back-bar, ice cream cabinet are all spotlessly clean. Make sure that your attendant is pleasant, cheerful and friendly ...

The confection business is here to stay fellows ... It has proven itself and is just as much a part of our business as the product we buy for our screens. Treat it kindly ... and you too will see your R.P.P. jump from where it is now to a brand new high.

INVESTIGATORS' REPORTS

Yes sir ... our investigators have been paying a lot of attention to confection bar operations in our theatres lately ... and you'd be surprised at some of the things they come up with. Remember the reprint of VARIETY under date of September 19th that Jack Fitzgibbons handed out at our meetings? ... Remember the criticism made by a ticket-buying customer about, among other things, the very sloppy operation of confection counters in a certain, nearby American city? Don't look so pleased with yourself, mister ... we've had our share of criticisms too ... and some of them are real dandies. Let's take a look at a couple which Andy Rouse has brought to my attention.

1. At 9.30 P.M. the investigator asked to purchase a confection item, and although the stock was in plain view, the attendant brusquely informed him that the bar was closed.
2. The attendant was not considered very attentive or polite ... She was observed conversing with staff members while patrons waited to be served.
3. The dandy cashier seemed to be in an awful hurry to close the bar, and although several patrons were waiting to be served at 9.30 her attitude towards them was very gruff and impolite. She lost sales.
4. The candy bar was very poorly stocked, and the girl explained that as this was stock-taking night they displayed a minimum of items on the counter.
5. The candy bar didn't open until 6.30 although the attendant was observed around at 6.00 ... She spent the time between six and six-thirty playing around with her girl friend, wrestling and having quite a time with the ticket taker. Their antics created quite a disturbance while customers waited to be served ...

These are just a few items selected at random ... and they could be reports about YOUR theatre. How closely do you watch your confection operation, fella? Is YOUR business so good that you can afford to pass up a single dollar of added profit?

Take a good look at your confection counter RIGHT NOW ... Don't wait for an investigator to tell you what's wrong ... IT'S YOUR BUSINESS guys ... Take care of it, huh?

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AIN'T IT THE TRUTH

Norm Jackson gave me the following item which he clipped from one of the numerous publications he subscribes to ...

"A dollar won't do as much for us as it once did ... BUT ... WE don't do as much for a dollar as we once did, either."

Think about it folks ... even if it hurts a little.

SPECIAL PROMOTIONS

Harry Sullivan ... aw, let's call him 'Sully' ... delivered his message through the projection of special coloured slides, illustrating many special promotions used by managers to increase their sales of what he referred to as the 'Profit Big Three' ... Popcorn, soft drinks and ice cream.

The Imperial in Toronto, which caters almost exclusively to an adult patronage, made excellent use of the U.N. flags, and Russ McKibbin reports that during a 16 day period he went through 7,600 flags ... AND, increased substantially his sale of the three high-profit items.

In Brantford, Bill Burke did a terrific job on promotion, and through the expert use of clever copy and displays, had his adult customers save U.N. flags for their youngsters. He even had his own Collie help him put over the U.N. flag deal. That's real Showmanship. Bill also made excellent use of the popcorn colour cartoons... which incidentally, and in case you didn't know, are supplied FREE by T.C.L. - to increase substantially his sale of corn.

Language barriers are no deterrent to the sale of confections where the manager is on the bit. Bob Harvey plastered the whole lobby of his Capitol in North Bay with signs in Chinese, French and Italian ... reminding all and sundry that popcorn is good in any language. Gil Sterling of the Pylon in Toronto ... a house which caters almost exclusively to an Italian clientele, has all of his signs lettered in both English and Italian.

Sully followed a different tack in the Toronto suburbs. A couple of years ago he obtained from the U.S. Bureau of Standards their official chart detailing the nutritional value of popcorn ... These were blown up to 40 x 60 and placed alongside the confection counters. Additional material provided by the Popcorn Institute was used, and the colour cartoons along with numerous promoted prizes pushed popcorn sales to a new high.

These are just a few instances of wide-awake managers who cash in on promotions suggested to them by T.C.L. Remember boys, Sully and the rest of the crew over on King Street, in Montreal, Winnipeg and Vancouver are vitally interested in your confection business ... They've got to be ... it's their living. BUT, and sometimes we're apt to forget it ... it's our living too ... more now than ever before.

When you receive a special bulletin detailing a new or novel promotion scheme ... don't just file it in your wastepaper basket ... DO SOMETHING ABOUT IT ... and fast. It may or may not fit into your scheme of things ... It may or may not increase your sale of confections. You'll never know unless YOU TRY.

T.C.L. is a hive of activity ... there's always something new on the fire. You ought to visit your local branch once in a while ... learn what their problems are ... what they're doing FOR YOU. More important ... Follow their suggestions ... Use the gimmicks they develop ... and, KEEP THEM CONSTANTLY ADVISED of what you are doing to promote the sale of confections. Remember, they learn from YOU just as you learn from THEM.

YOUR T.C.L. SALES MANUAL

Andy Rouse commented at some length on the importance of the Sales Manual prepared by T.C.L. some years ago. I have just taken a good look at my copy, and fellows, it is a veritable fountain of valuable sales information. It is, in actual fact, your Confection Press-Book ... and should be studied and made use of in exactly the same manner as you use your regular attraction press books.

Dig yours out of the moth balls, eh fellows? Take a real good look ... and then go over it again in detail ... item by item. You'll really be amazed at the amount of good, common horse-sense contained in the pages. Reading it only, however, is not quite good enough. Follow the suggestions ... all of them ... for an increase in confection sales that may surprise you.

If you have mislaid your copy ... drop Andy a note. Maybe he has a couple lying around. If not, you'll just have to wait a month or two until the new one is off the presses.

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KNOW YOUR PRODUCTS

Do you actually ... and honestly know the products your attendants are responsible for selling to your patrons ... or do you take only a passive interest in your confection business? Now be honest guys, When is the last time you, I mean YOU PERSONALLY, took a complete inventory of your stock? I know some theatres where the confection attendant handles that important job ... and often gripes at having to stick around till all hours, covering up for the manager.

Sure it's a chore ... but it helps keep you in business podner ... Just pretend that you personally own your confection bar, and that what you take home at the end of the week depends on how much business you do ... Try it, huh? It may change your thinking.

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STOCK CONTROL

Some of the shortages reported by theatres are utterly ridiculous. Nobody expects you to come out exactly even at the end of a week's operation ... but you ARE expected to come pretty close. If YOU don't show enough interest you can't expect your employees to ...

It's a strange thing, but when there isn't the proper stock control, whole cartons of confections have a funny habit of just plain disappearing ... In spite of everything that has been said and written about keeping stock strictly under lock and key, with the manager alone having access to the stock room ... I have visited theatres where just anybody can walk into the candy room without being challenged. In one house, where this room is just off the foyer, the door was wide open all night, with the stock piled high for all to see ... and some to help themselves to.

Take stock now ... of yourself, and of your stock room ... and if you're completely satisfied that yours is a thoroughly efficient operation ... well, we'll go along with you.

Well fellows ... we have come to the end of our story. I hope that I have been successful in transferring to paper even a very small portion of the sincerity and enthusiasm with which those guys over at T.C.L. are loaded.

Those of you who are close to Toronto, or who occasionally visit our fair city, really ought to make a point of visiting their offices. You'll be amazed at the constant activity ... the never-ending search for new ideas ... the deep-down enthusiasm of every member of the T.C.L. family. You'll be shown new gimmicks, and you will see samples of the very latest equipment. You'll be asked for your suggestions, and you'll be loaded with innumerable merchandising ideas. You will leave a much wiser man ... and you will wonder how they manage to do it.

While you're there, take time out to have a chat with Jack Fitzgibbons ... the hustling, energetic coach of this championship T.C.L. team. I guarantee that before you leave, you too will be infected with a brand of enthusiasm you had never experienced before.

Jack doesn't sit still for a minute ... If he's not in the warehouse looking over his stock, he's testing or dreaming up new and novel merchandising gimmicks to help you sell confections ... There isn't an item of equipment available to theatres which he hasn't already seen, studied and either approved or rejected. He is right on top of every new development ... and he passes the information on to you the moment it becomes available. Jack has the complete confidence of every employee of T.C.L. as a good coach should ... That is why THEATRE CONFETIONS LIMITED is the very top confection merchandising organization in the world.

Am I sold on that T.C.L. gang? You bet I am ... I'm in pretty close contact with all of them ... and I guess I know each one of the lads personally just about as well as anybody does ... You'll be completely sold on them too ... if you really get to know them ... and that's not so hard ... Just drop in and say 'hello.'

So ... good luck Jack ... and Andy, Ken, Norm, John, Sully, Frank, Lionel and Ab. We do appreciate all that you're doing for us in the theatres ... and, we're back of you 100%. Be seenin' you soon.

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This issue grew and grew, and for lack of space and time I shall again have to skip our 'Drumbeaters corner' until next time ... but I promise that in our next issue, the material which has been accumulating on my desk will be faithfully reported.

I might suggest that with the exception of a handful of our Western lads, not too many of you have taken the trouble to report your activities during this past two or three weeks ... What's the matter guys ... still pooped from our conventions? Let's have it, huh? I'd like to be able to send YOU a nice cash prize just in time for Christmas.

Anyway, so long fellows ... and watch for us in a week or so.

Dan Krendel